



WFFF
201 Humboldt St
Rochester, NY 14610-1093

Mark Guma Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1440981

Schedule Dates	10/01/16-10/04/16	Date Entered	09/30/16
Advertiser	Jones/NY State Assembly/Democrat/VT (83943)	Last Modified	09/30/16
Agency	Mark Guma Communications (11059)	Entered By	Elizabeth F. Guy
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	JONES/NYSA-115/D (365004)	Headline #	ECR25321758
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	GUMA,MARK	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$742.50
Account Types	National/Political	Net Total	\$4,207.50
Billing Type	Standard	Sales Tax	
Comments	JONES/NYSA-115/D 10/1/16-10/7/16 D BILLY JONES FOR NY STATE ASSEMBLY DIST 115 - MAB & C HECK COPY W/B SENT VIA EMAIL.		

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	12	\$4,950.00
Grand Total:	12	\$4,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/02/16-10/02/16	4	:30	9A- Fox News Sunday	1							X	1	\$75.00	\$75.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A FOX NEWS SUN	9/30/16
2.0	Normal Line / SPOT	10/01/16-10/01/16	5	:30	10P- Local 44 News at 10:00pm	1						X			\$125.00		Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	9/30/16
2.0.1	Preempt	10/01/16															Burlington (WFFF)	Schedule Change/Exception - Saturday 10p news scheduled @ 12A due to sports	
3.0	Normal Line / SPOT	10/02/16-10/02/16	4	:30	10:30P- What Matters This Week	1						X		1	\$75.00	\$75.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A WHAT MATTERS	9/30/16
4.0	Normal Line / SPOT	10/02/16-10/02/16	4	:30	10P- Local 44 Weekend News	1						X		1	\$175.00	\$175.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	9/30/16
5.0	Normal Line / SPOT	10/02/16-10/02/16	5	:30	11P- Big Bang Theory	1						X		1	\$50.00	\$50.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A BIG BANG	9/30/16
6.0	Normal Line / Prime	10/02/16-10/02/16	4	:30	7P- Bob's Burgers / The Simpsons	1						X			\$350.00		Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A BOBS BURGERS	9/30/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WFFF does not discriminate in advertising contracts on the basis of race, ethnicity or gender and further require that in the performance of all WFFF advertising agreements require that each party not discriminate on the basis of race or ethnicity.



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Contract # 1440981

Schedule Dates	10/01/16-10/04/16	Date Entered	09/30/16
Advertiser	Jones/NY State Assembly/Democrat/VT (83943)	Last Modified	09/30/16
Agency	Mark Guma Communications (11059)	Entered By	Elizabeth F. Guy
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	JONES/NYSA-115/D (565004)	Headline #	ECR25321758
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	GUMA, MARK	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$742.50
Account Types	National/Political	Net Total	\$4,207.50
Billing Type	Standard	Sales Tax	
Comments	JONES/NYSA-115/D 10/1/16-10/7/16 D BILLY JONES FOR NY STATE ASSEMBLY DIST 115 - MAB & C HECK COPY W/B SENT VIA EMAIL.		

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	12	\$4,950.00
Grand Total:	12	\$4,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
6.0.1	Preempt	10/02/16															Burlington (WFFF)	Schedule Change/Exception	
7.0	Revised Line / Prime	10/02/16-10/02/16	4	:30	8:30P- The Simpsons / Son of Zorn	1							X				Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A FAMILY GUY	9/30/16
7.1	Normal Line / Prime	10/02/16-10/02/16	4	:30	8:30P- Family Guy / Last Man on Earth	1							X		\$550.00		Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A FAMILY GUY	9/30/16
7.1.1	Preempt	10/02/16															Burlington (WFFF)	Schedule Change/Exception	
8.0	Normal Line / SPOT	10/02/16-10/02/16	4	:30	11A- FOX NFL Kickoff	2							X		\$150.00	\$300.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NFL KICKOFF	9/30/16
9.0	Normal Line / SPOT	10/02/16-10/02/16	4	:30	12P- NFL on FOX Pregame	2							X		\$350.00	\$700.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NFL TODAY	9/30/16
10.0	Normal Line / SPOT	10/02/16-10/02/16	4	:30	1P- NFL on FOX Game 1	2							X		\$1,250.00	\$1,250.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NFL -EARLY	9/30/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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201 Humboldt St
Rochester, NY 14610-1093

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Contract # 1440981

Schedule Dates	10/01/16-10/04/16	Date Entered	09/30/16
Advertiser	Jones/NY State Assembly/Democrat/VT (83943)	Last Modified	09/30/16
Agency	Mark Guma Communications (11059)	Entered By	Elizabeth F. Guy
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	JONES/NYSA-115/D (565004)	Headline #	ECR25321758
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	GUMA, MARK	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$742.50
Account Types	National/Political	Net Total	\$4,207.50
Billing Type	Standard	Sales Tax	
Comments	JONES/NYSA-115/D 10/1/16-10/7/16 D BILLY JONES FOR NY STATE ASSEMBLY DIST 115 - NAB & C HECK COPY W/B SENT VIA EMAIL.		

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	12	\$4,950.00
Grand Total:	12	\$4,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0.1	Closed Preempt	10/02/16															Burlington (WFFF)	Pre-Empty/Exception -	
11.0	Normal Line / SPOT	10/02/16-10/02/16	5	:30	4P- NFL on FOX Game 2	1							X		\$900.00		Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A LATE	9/30/16
11.0.1	Closed Preempt	10/02/16															Burlington (WFFF)	Pre-Empty/Exception -	
12.0	Normal Line / SPOT	10/04/16-10/04/16	5	:30	10:30P- Local 44 News at 10:00pm	1		X						1	\$175.00	\$175.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	9/30/16
13.0	M/G For 10.0.1 / SPOT	10/02/16-10/02/16	4	:30	12:58P- NFL on FOX Game 1	1							X	1	\$1,250.00	\$1,250.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NFL -EARLY	9/30/16
14.0	M/G For 11.0.1 / SPOT	10/02/16-10/02/16	5	:30	4:25P- NFL on FOX Game 2	1							X	1	\$900.00	\$900.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NFL -LATE	9/30/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25321758

Changes as of: 10/13/2016 at 6:57 PM

Version: Highlighting Revision 1

CPE:

Agency: MARK GUMA
COMMUNICAT

Flight: 10/1/16 - 10/7/16
Advertiser: Jones NY SA 115

Station: WFFF
Market: Burlington-Plattsburgh

Total \$: \$4,950.00
Total Spots: 12

Product: JONES/NYSA-115/D

Office: WASHINGTON

Total CPP: \$161.76

MARK GUMA
COMMUNICATIONS
INC 211 WEST 107TH
ST #2E NEW YORK NY
10025

Agency Order #:

Buyer: MARK GUMA

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Salesperson: RACHELLE RAY -
Washington DC
202-872-5880

Assistant: LAULA DAFARI
202-872-5880

Total GRP: 30.6
Traffic #: 1440981
Separation:

Comments: 10/1/16-10/7/16 D BILLY JONES FOR NY STATE ASSEMBLY DIST 115 - NAB & CHECK COPY W/B SENT VIA EMAIL.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/1 - 10/3			Total Spots	Total \$	CPP	GRP
							10/1	10/2	10/3				
1	Su 9a-10a		FOX NEWS SUN	\$75.00	0.9	30	1	0	0	1	\$75.00	\$83.33	0.9
REV-2	Sa 10p-10:30p		NEWS	\$125.00	1.4	30	1	0	0	0	\$0.00	\$89.29	0.0
3	Su 10:30p-11p		WHAT MATTERS	\$75.00	2.6	30	1	0	0	1	\$75.00	\$28.85	2.6
4	Su 10p-10:30p		NEWS	\$175.00	2.6	30	1	0	0	1	\$175.00	\$67.31	2.6
5	Su 11p-12m		BIG BANG	\$50.00	1.9	30	1	0	0	1	\$50.00	\$26.32	1.9
REV-6	Su 7p-7:30p		BOB'S BURGERS	\$550.00	4.6	30	1	0	0	0	\$0.00	\$119.57	0.0
REV-7	Su 8:30p-9p		FAMILY GUY	\$550.00	5.3	30	1	0	0	0	\$0.00	\$103.77	0.0
8	Su 11a-12n		NFL KICKOFF	\$150.00	1.2	30	2	0	0	2	\$300.00	\$125.00	2.4
9	Su 12n-1p		NFL TODAY	\$350.00	2.6	30	2	0	0	2	\$700.00	\$134.62	5.2
10	Su 1p-4p		NFL-EARLY	\$1,250.00	5.0	30	2	0	0	2	\$2,500.00	\$250.00	10.0
11	Su 4p-7p		NFL-LATE	\$900.00	5.0	30	1	0	0	1	\$900.00	\$180.00	5.0
12	TU 10:30p-11p		NEWS	\$175.00	0.0	30	0	1	1	2	\$4,950.00	\$161.76	30.6
TOTALS:							11	1	1	12	\$4,950.00	\$161.76	30.6



125 West 55th St
New York, NY 10019

Contract # 25321758

Changes as of: 10/13/2016 at 6:57 PM

Version: Highlighting Revision 1

CPE:

Agency: MARK GUMA
COMMUNICAT

Flight: 10/1/16 - 10/7/16
Advertiser: Jones NY SA 115

Station: WFFF
Market: Burlington-Plattsburgh

Total \$: \$4,950.00
Total Spots: 12

MARK GUMA
COMMUNICATIONS
INC 211 WEST 107TH
ST #2E NEW YORK NY
10025

Product: JONES/NYSA-115/D

Office: WASHINGTON

Total CPP: \$161.76

Agency Order #:

Buyer: MARK GUMA

Primary Demo: Adults 35+

Salesperson: RACHELLE RAY -
Washington DC

Con Type: POLITICAL/VOTE
Assistant: LAILA DAFARI

Total GRP: 30.6
Traffic #: 1440981
Separation:

202-872-5880

202-872-5880

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
10/13/16 6:57 PM	LAILA DAFARI	10/1/16-10/7/16 D BILLY JONES FOR NY STATE ASSEMBLY DIST 115 - NAB & CHECK COPY W/B SENT VIA EMAIL.
09/30/16 12:10 PM	Elizabeth Guy	Line 2 News time moved to 12-12:30 due to sports same rate Line 6 Bob's Burger 1x 10/2 NA MG offer 1x 10/2 Simpsons/Son of Zorn rates are the same Line 7 Family Guy 1x 10/2 NA MG offer 1x 10/2 Family Guy/Last Man 9-10P Please advise Thanks!
09/30/16 11:45 AM	Elizabeth Guy	Early Message was for Jones 25321761 Please disregard message on this contract. Thanks!
09/30/16 11:43 AM	Elizabeth Guy	Line 9 News is now airing @ 7-7:30P until college football is finished We can offer new tp Line 15 College Football came in below Sect 5 \$250 Mg offer 1x cancel GMA w/o 10/3 and add to line to be @ Sect 5 rate. Please advise Thanks!
09/29/16 6:28 PM	RACHELLE RAY - Washington DC	10/1/16-10/7/16 D BILLY JONES FOR NY STATE ASSEMBLY DIST 115 - NAB & CHECK COPY W/B SENT VIA EMAIL.

Competitive Information	
Market Budget:	\$27,500
WFFF Share:	18%
Comment:	
WCAX:	15%
WPTZ:	52%
WVNY:	15%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	12	\$4,950.00	\$161.76	30.6
Total	100%	12	\$4,950.00	\$161.76	30.6

Monthly Summary		
Month	Spots	Dollars
2016-Oct	12	\$4,950.00
Total	12	\$4,950.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/13/16 6:57 PM	LAILA DAFARI	Revised		3	-\$1,225.00		Changes: Total Spots from 15 to 12. Calculated Dollars from \$6,175.00 to \$4,950.00. Total GRPs from 41.9 to 30.6. Total CPP from \$147.37 to \$161.76. Competitive Market Budget from \$34,306 to \$27,500. Total \$ from \$6,175.00 to \$4,950.00. User Entered \$ from \$6,175.00 to \$4,950.00. 3 buylines added or modified.
Makegood 3	9/30/16 12:10 PM	Elizabeth Guy	Confirmed			\$0	\$0	
Makegood 2	9/30/16 11:45 AM	Elizabeth Guy	Confirmed			\$0	\$0	
Makegood 1	9/30/16 11:43 AM	Elizabeth Guy	Confirmed			\$0	\$0	Changes: Total GIMPs from 0 to 42. Total CPM from \$0.00 to \$147.374.70.
Queued for Electronic Contracting	9/30/16 8:10 AM					\$0	\$0	
New	9/29/16 6:28 PM	RACHELLE RAY - Washington DC	Confirmed	15		\$6,175.00	\$6,175.00	



KATZ
TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25321758	Changes as of: 10/13/2016 at 6:57 PM	Version: Highlighting Revision 1	Total \$: \$4,950.00
CPE:	Flight: 10/1/16 - 10/7/16	Station: WFFF	Total Spots: 12
Agency: MARK GUMA COMMUNICAT	Advertiser: Jones NY SA 115	Market: Burlington-Plattsburgh	Total CPP: \$161.76
MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025	Product: JONES/NYSA-115/D	Office: WASHINGTON	
Agency Order #:	Buyer: MARK GUMA	Primary Demo: Adults 35+	Total GRP: 30.6
Salesperson: RACHELLE RAY - Washington DC 202-872-5880	Assistant: LAULA DAFTARI 202-872-5880	Con Type: POLITICAL/VOTE	Traffic #: 1440981
			Separation:

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Comments: Separation: 30

Contract # 25327346	Changes as of: 10/13/2016 at 7:19 PM	Version: Highlighting Revision 2
CPE: 838/848/5139	Flight: 11/1/16 - 11/7/16	Total \$: \$2,365.00
Agency: BUYING TIME, LLC	Advertiser: TJ Donovan for VT Atty General	Total Spots: 51
650 Massachusetts Ave NW Suite 210 Washington, DC 20001	Product: political	Total CPP: \$0.00
Agency Order #: 5455897	Buyer: Murray, Krista	Total GRP:
Salesperson: RACHELLE RAY - Washington DC	202-872-5880	Traffic #: 1445993
	Office: WASHINGTON	Separation:
	Primary Demo: Con Type: POLITICAL/VOTE Assistant: LAULA DAFTARI 202-872-5880	

#	Day/Time	DP	Program	Rate	Len	11/1 - 11/7							Total Spots	Total \$	CPP	GRP
						11/1	11/2	11/3	11/4	11/5	11/6	11/7				
REV+ 1	Tu-F,M 7a-9a		GMA	\$50.00	30	1	2	1	2	1	2	1	10	\$500.00	\$0.00	0.0
REV+ 2	Tu-F,M 4p-5p		JUDGE JUDY	\$30.00	30	1	2	1	2	0	0	1	7	\$210.00	\$0.00	0.0
	Sa-Su															
3	6:30p-7p		LOCAL 22 NEWS	\$50.00	30	0	0	0	0	1	1	0	2	\$100.00	\$0.00	0.0
	Tu-F,M															
4	7p-7:30p		LOCAL 22 NEWS	\$50.00	30	1	1	1	1	0	0	1	5	\$250.00	\$0.00	0.0
	Tu-F,M															
5	6p-6:30p		LOCAL 22 NEWS	\$70.00	30	1	1	1	1	0	0	1	5	\$350.00	\$0.00	0.0
	Tu-F,M															
6	3p-4p		PEOPLES COURT	\$35.00	30	1	1	1	1	0	0	1	5	\$175.00	\$0.00	0.0
	Tu-F,M															
REV+ 7	5p-6p		JUDGE JUDY	\$40.00	30	1	1	1	2	1	0	1	7	\$280.00	\$0.00	0.0
	Sa-Su															
8	6p-6:30p		ABC WORLD NEWS	\$100.00	30	0	0	0	0	1	1	0	2	\$200.00	\$0.00	0.0
	Sa															
9	8a-9a		GMA	\$35.00	30	0	0	0	0	1	0	0	1	\$35.00	\$0.00	0.0
	Su															
10	8a-9a		GMA	\$35.00	30	0	0	0	0	0	1	0	1	\$35.00	\$0.00	0.0
	Sa															
11	7p-8p		EXTRA WEEKEND	\$30.00	30	0	0	0	0	1	0	0	1	\$30.00	\$0.00	0.0
	Tu-F,M															
REV+ 12	7:30p-8p		INSIDE EDITION	\$40.00	30	0	1	0	1	0	1	0	5	\$200.00	\$0.00	0.0
TOTALS:						9	8	9	9	4	3	9	51	\$2,365.00	\$0.00	0.0



126 West 55th St
New York, NY 10019

Contract # 25327346 **Changes as of:** 10/13/2016 at 7:19 PM **Version:** Highlighting Revision 2

CPE: 838/48/5139 **Flight:** 11/1/16 - 11/7/16 **Station:** WNNY

Agency: BUYING TIME, LLC **Advertiser:** TJ Donovan for VT Atty General **Market:** Burlington-Plattsburgh

650 Massachusetts Ave NW **Product:** political **Office:** WASHINGTON

Suite 210 **Agency Order #:** 5455897 **Buyer:** Murray, Krisa **Primary Demo:**

Washington, DC 20001 **Salesperson:** RACHELLE RAY - Washington DC **Con Type:** POLITICAL/NOTE **Traffic #:** 1445993

202-872-5880 **Assistant:** LAULA DAFARI **Separation:**

Total \$: \$2,365.00 **Total Spots:** 51 **Total CPP:** \$0.00

Special Instructions	
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Date/Time	Added by	Comment	Order Level Comments
10/13/16 7:19 PM	GOTOSTRATAIRay	Separation: 30	
10/13/16 5:12 PM	Elizabeth Guy	Line 3 News 1x 11/5 News is airing at 7-7:30p due to College Football airing in TP MG offer 1x 11/5 News 7-7:30P @ same rate Line 8 World News 1x 11/5 Program is no longer airing until December due to Football MG offer 2x w/o 11/1 Tu-Fri M News 6-7A \$50 each Sect 4 Line 11 Extra 1x 11/5 due to Program is no longer airing until December due to Football MG offer inside Edition Weekend 7:30-8P @ same rate Please advise Thanks!	
10/12/16 4:05 PM	System	Notice Received.	
10/11/16 9:04 PM	GOTOSTRATAIRay	Separation: 30	
10/10/16 8:59 AM	CAROLYN ALLAIRE	Separation: 30	

Competitive Information	
Market Budget:	\$29,333
WNNY Share:	3%
Comment:	
WCAX:	37%
WFFH:	2%
WPTZ:	58%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	51	\$2,365.00	N/A
Total	100%	51	\$2,365.00	N/A

Monthly Summary		
Month	Spots	Dollars
2016-Nov	51	\$2,365.00
Total	51	\$2,365.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/13/16 7:19 PM	GOTOSTRATAIRay	Revised	14		\$590.00
Makegood 1	10/13/16 5:12 PM	Elizabeth Guy	Sent To Rep			\$0
Revision	10/11/16 9:04 PM	GOTOSTRATAIRay	Confirmed	18		\$865.00
Queued for Electronic Contracting	10/10/16 9:02 AM					\$0
New	10/10/16 8:56 AM	CAROLYN ALLAIRE	New	19		\$910.00

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